

# SafeNet, a Leader in Software Licensing and Entitlement Management, Heads to California for LicensingLive! 2012

**Conference Focused on Transforming the Software Monetization Industry and Optimizing Profitability of Software Solutions**

BALTIMORE

September 12, 2012

SafeNet, Inc., a global leader in data protection and software monetization solutions, today announced that LicensingLive! 2012 will take place October 2nd through October 3rd at the Cypress Hotel in Cupertino, California. With several hundred attendees expected, LicensingLive! 2012 will focus on how software publishers can transform their software monetization strategies by evolving their approach to licensing, entitlement management, and customer enablement in order to optimize the profitability of their software.

This year's LicensingLive! theme is *All About Software Monetization*. As software pricing, packaging, and licensing requirements have become more complicated, so have the associated operational processes and the impact they have on company operations overall. The conference will provide attendees with an opportunity to hear from leading industry experts and their peers on how best to meet these challenges. Importantly, conference participants will demonstrate the value that can be derived, financially and operationally, when the proper software monetization strategy is put in place and executed properly.

The first day of the conference, open to all registrants, will focus on industry trends and best practices, and will deliver insight from industry thought leaders, including [Alan Zeichick](#), the editorial director of *SD Times*, and [Amy Konary](#), research vice president, software licensing, provisioning, and delivery at analyst firm IDC. Mr. Zeichick's presentation will focus on the top three opportunities awaiting software publishers in 2012 and beyond, and Ms. Konary's presentation will explore the new look of software monetization. The afternoon touts a lineup of executives from industry-leading embedded, cloud, and on-premise software organizations who have led the design and implementation of truly exceptional software monetization strategies.

The second day of the conference, reserved for SafeNet customers only, will feature interactive breakout sessions designed to help users share best practices for developing software monetization strategies, creating a strong development roadmap and, importantly, understanding how they can generate the strongest return from their

software solutions. The day will also feature a presentation of SafeNet's SRM roadmap, a meet-and-greet session with executives, and an opportunity to influence the company's development path.

#### LicensingLive! 2012 Registration & Agenda

- For the LicensingLive! 2012 agenda and a complete list of this year's sponsors, visit: <http://licensinglive.com/event/licensinglive-us-2012>
- To register to attend LicensingLive! 2012, visit: <http://licensinglive.com/event/licensinglive-us-2012>
- For questions about media or industry analyst registration, email: [licensinglive@safenet-inc.com](mailto:licensinglive@safenet-inc.com)
- Join the conversation year-round by joining any one of our LicensingLive! online communities: [LicensingLive! blog](#), [Twitter](#), [Facebook](#), [LinkedIn](#), and [YouTube](#)

#### About LicensingLive! 2012

Established in 2006, LicensingLive! is attended by software publishers, technology vendors, and industry analysts. During the two-day event, attendees will have a chance to meet with their peers, discuss the latest trends in software licensing, and share their own experiences and the tools they are utilizing to transform their businesses to meet the opportunities and challenges in today's fast-changing industry landscape.

#### About SafeNet's Software Monetization Solutions

Sentinel is the most trusted brand in the software industry for secure, flexible, and future-proof [software monetization solutions](#). The robust portfolio of products and services addresses every aspect of the software monetization lifecycle – from copy and intellectual property (IP) protection to product catalog management and ongoing end-user experience improvement. SafeNet is the first and only vendor to offer a complete portfolio of [software licensing](#) and [entitlement management](#) solutions to enable monetization of any type of software – installed, embedded, and cloud services – using any combination of business models via any sales channel to any end-user device. For more information, visit [www.safenet-inc.com/sentinel](http://www.safenet-inc.com/sentinel).

#### About SafeNet, Inc.

Founded in 1983, [SafeNet, Inc.](#) is one of the largest information security companies in the world, and is trusted to protect the most sensitive data for market-leading organizations around the globe. SafeNet's data-centric approach focuses on the protection of high value information throughout its lifecycle, from the data center to the cloud. More than 25,000 customers across commercial enterprises and government agencies trust SafeNet to protect and control access to sensitive data, manage risk, ensure compliance, and secure virtual and cloud environments.